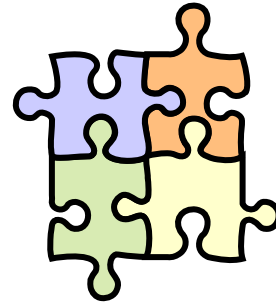


Telemarketing

KEY FEATURES:

FULL MEDIA BLENDING
FIVE AUTOMATED DIALING MODES
CALLBACKS, PERSONAL AND GENERAL
REAL-TIME SUPERVISION, RECORDING AND TELECOACH
POWERFUL SCRIPTING TOOL, CRM AND ON-LINE HELP
FIVE DIALING MODES, INCLUDING PREDICTIVE AND BROADCAST



Whether your outbound calls are business-to-business or business-to-consumer, DialTek telemarketing solutions offer a wide range of features to improve productivity and the quality of your contacts – increase penetration, increase sales.

Productivity and quality

The outbound dialer has 5 different modes: predictive, progressive, preview, broadcast and search to accommodate your specific campaigns. Calls lists are easily imported, and the dialing engine qualifies and filters non productive calls (absent, wrong numbers, faxes and answering machines). The predictive dialer is based on powerful algorithm which takes into consideration: response time, average communication time and the state of the Agents; it intelligently adapts the dialing pattern based on performance to get the best possible results.

Call back management

Contacts quite often ask for a call back. In order to effectively manage call backs and appointments, DialTek provides the agents a planning calendar for the exact date and time that the client or prospect has requested. When the call back is due, the system automatically calls the client. Call backs can be done for a personal or general queue. Personal allows the Agent that spoke to the contact previously to continue the sales process. General allows a qualified agent to do the call back. Notes taken during the original call are available to both personal and general queues.

Rebuttals are the basis of a sale

Preparing proper rebuttals and arguments is the basis of a successful telemarketing sale. DialTek offers integrated and efficient interfaces to optimize your results. The scripting tool creates built-in arguments and rebuttals for your agents allowing them to overcome objections and questions. The call flow and sequence of the conditional pages can be configured in the script, based on predefined criteria to display and guide your agents through rebuttals and objections. The agent can access all FAQ's, providing answers to all of your prospects or clients questions.

Call list management

A successful telemarketing campaign relies on the quality of the leads you provide. The built-in import utility allows you to verify the data in your list, prior to going live. Other call list management features include: verification of the telephone number format, removes and ignores all invalid numbers, removes duplicate records, can be run against your DNC for government legislation compliance or for clients that don't want to be contacted.

Back office services

Dialtek automates and centralizes back office functions. From a simple action on the script, agents can print mail, send fax, or email, integrate data on the client, the sold proposal, or all pertinent information. With DialTek telemarketing your confirmation mails or contracts are immediately sent, increasing the sales conversion rate, while reducing expenses.

Supervision and reporting

Track results and manage agents in real-time; the supervisor interface offers unparalleled features and functionality. Each supervisor can customize the interface to their specific needs. The interactive toolbar allows: listen, record, coach, intrude, conference and even view the agent screen. Agents and campaign statistics are provided in table and graphical formats; reporting offers a wide array of pre-built reports. The complete statistical and reporting databases are available in the event that custom reports are needed.